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COMMUNICATIONS SECTION

November 7, 1995

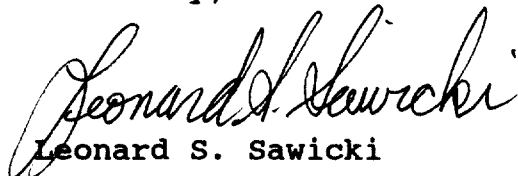
Mr. William F. Caton  
Secretary  
Federal Communications Commission  
Room 222  
1919 M Street NW  
Washington, D.C. 20554

Re: CC Docket 92-77, Billed Party Preference

Dear Mr. Caton:

Attached is a recent "Calling Card User Survey" that measures consumer views on billed party preference. Please include this in the record of this proceeding.

Sincerely,

  
Leonard S. Sawicki

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*Calling Card User Study  
Executive Summary*

*October, 1995*

## Calling Card User Study Executive Summary

### INTRODUCTION:

The Gallup Organization was commissioned by MCI Communications to administer the Calling Card User Study. The study was conducted to assess the current perceptions and attitudes of telephone calling card users. The areas of interest included usage levels, ease of use, customer needs and experiences using calling cards.

### METHODOLOGY:

The study utilized a random sample design in order to obtain a representative nationwide sample of telephone calling card users. A total of 507 calling card users participated in the study. The study was conducted from October 7th, 1995 to October 15th, 1995. The sample of 507 has an error range of  $\pm 4.38$  at the 95% confidence level. This means that if the study were repeated 100 times, in 95 of them the results would vary no more than  $\pm 4.38\%$  from the results that would be obtained from interviewing all telephone calling card users during the same time period.

The 1995 results are presented in comparison to results of a study conducted in February of 1994 using the same methodology.

### STUDY FINDINGS:

- Frequency of calling card usage increased slightly since 1994. The proportion of users who used their cards at least 10 out of 12 months over the course of the year increased from 38% to 42%, while the proportion using cards 3 or fewer months declined from 41% to 36% (Figure 1). Two-thirds of respondents feel that calling cards are necessities. This is similar to 1994 findings. (Figure 2)
- Similar to the previous findings, calling card users indicated a desire for convenience. Approximately three out of five (58%) would not be willing to sacrifice the convenience of their card for a less convenient card with a 10% discount. In addition, the majority of calling card users (66%) agreed that they preferred a calling card where they just dial "0" rather than an access code.
- Calling card users were also asked about the desirability of various calling card features using a five point scale (Figure 5). A large majority of card users rated the ability to use a calling card from any phone a desirable feature. Identical to 1994 findings, 95% of respondents gave ratings in the top 2 boxes of desirability.
- The desirability of carrier choice has increased since the 1994 study. Currently, 68% of calling card users desired a calling card that allowed them to choose which long distance company will carry the call. In comparison, 61% of 1994 respondents expressed the same desire. The desire for 0+ dialing over access codes was expressed by nearly two-thirds (64%) of calling card users. Although this has declined from 70% in 1994, this proportion still represents the majority.
- When asked about restricted access or overcharging problems they may have had, the majority of calling card users continue to report that they never experienced such problems. However, 36% of respondents reported not being able to use their card from certain pay phones occasionally or a lot. Statistically speaking, the incidence of this problem has not changed since 1994 (38%). Hotel phones posed a problem for one-fourth (26%) of respondents occasionally, and a lot for an additional 7%. This, too, compares to 1994 findings (Figure 6). Overcharging from unfamiliar companies has declined since 1994. 18% reported experiencing this problem occasionally or a lot, down from 23% in 1994.

# Calling Card Usage

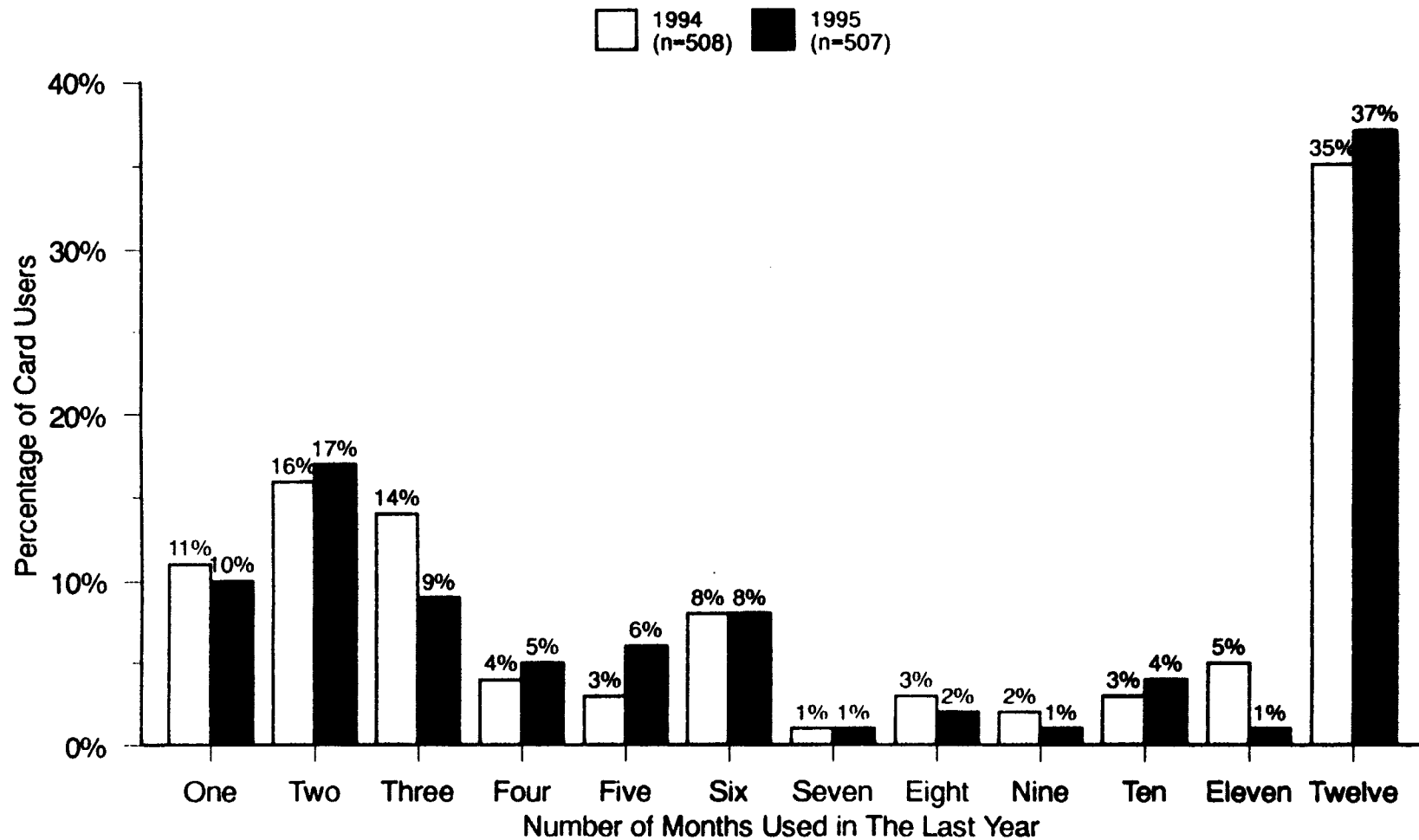


Figure 1

# Calling Card User Rating of Card Necessity

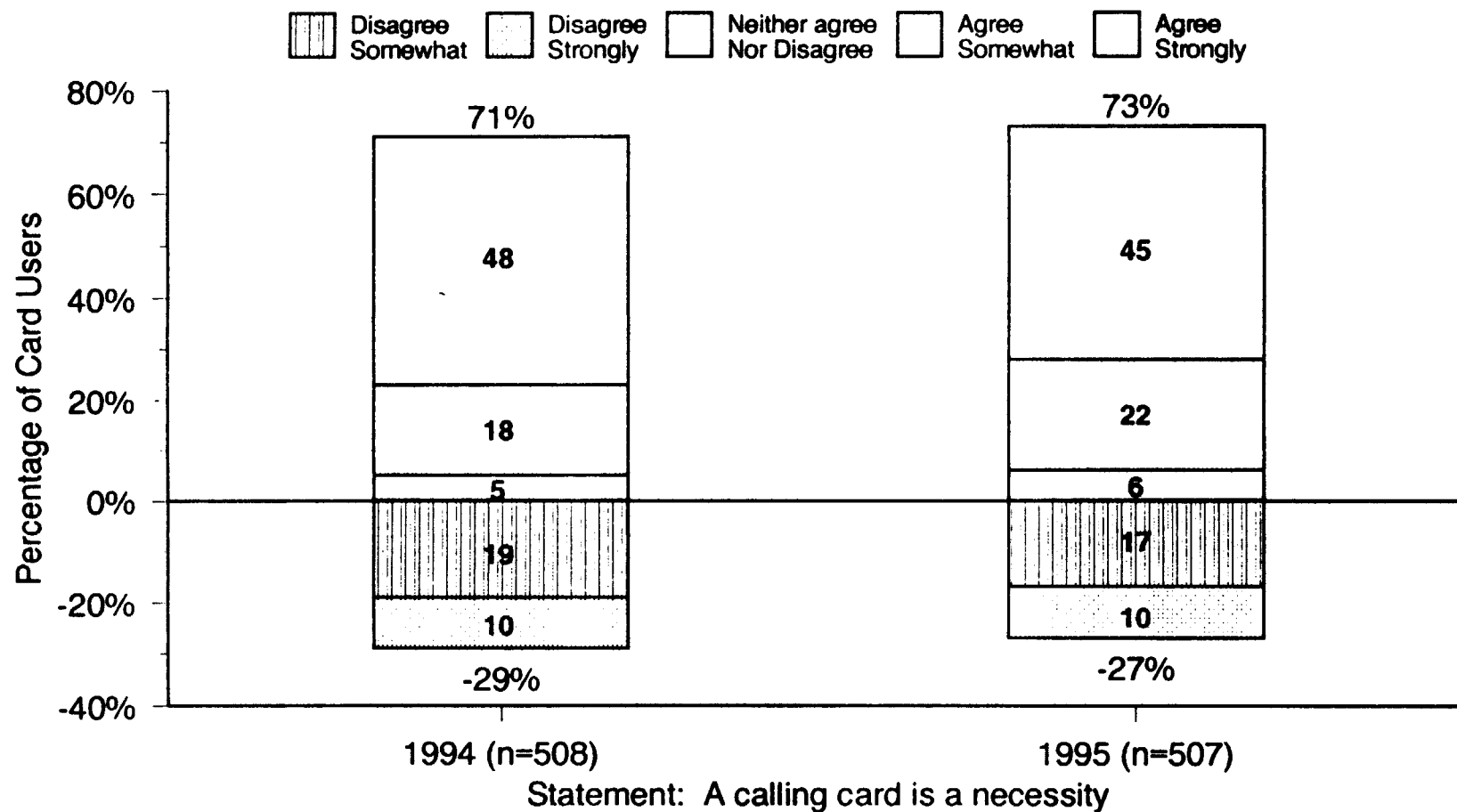
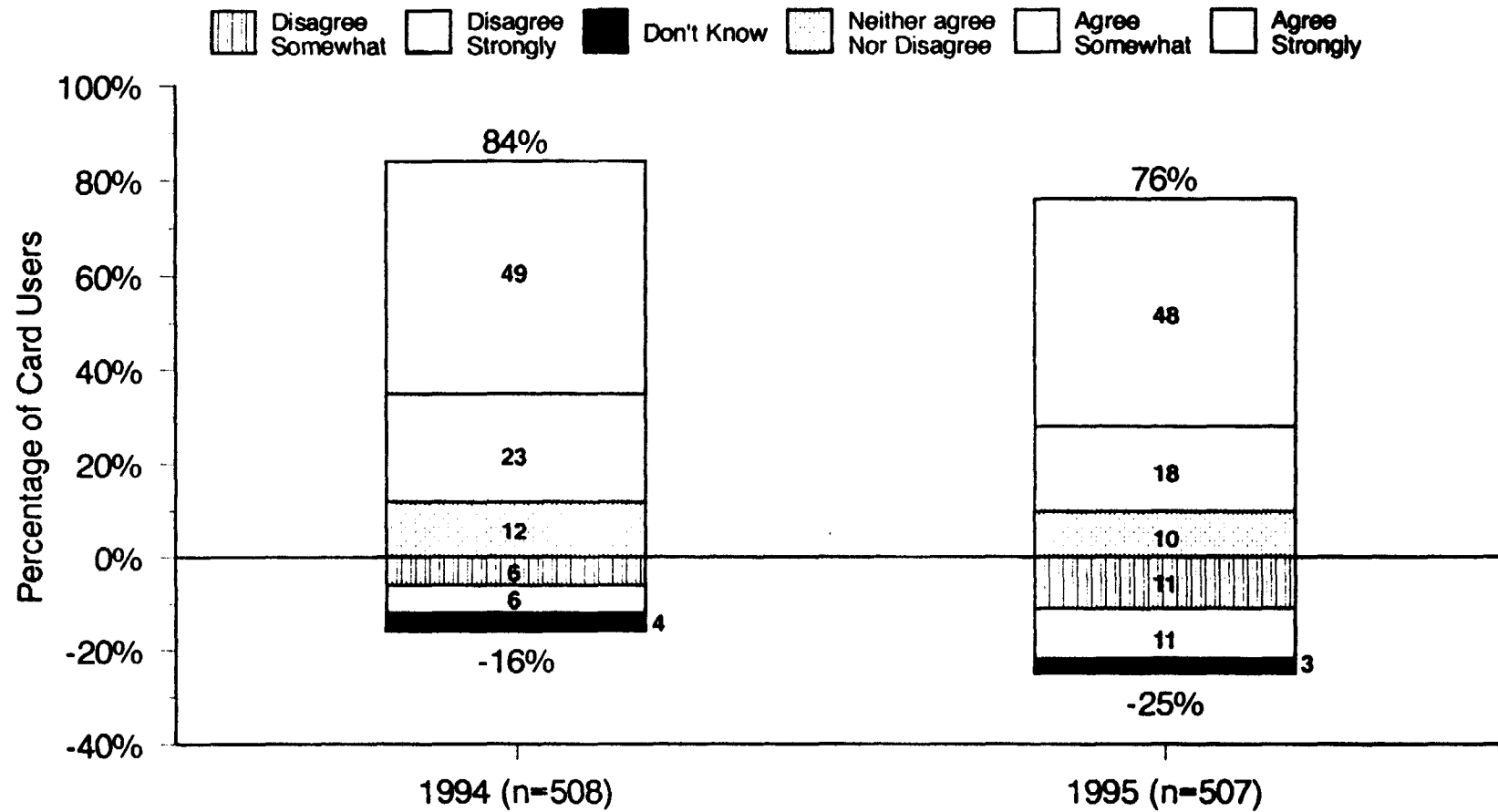


Figure 2

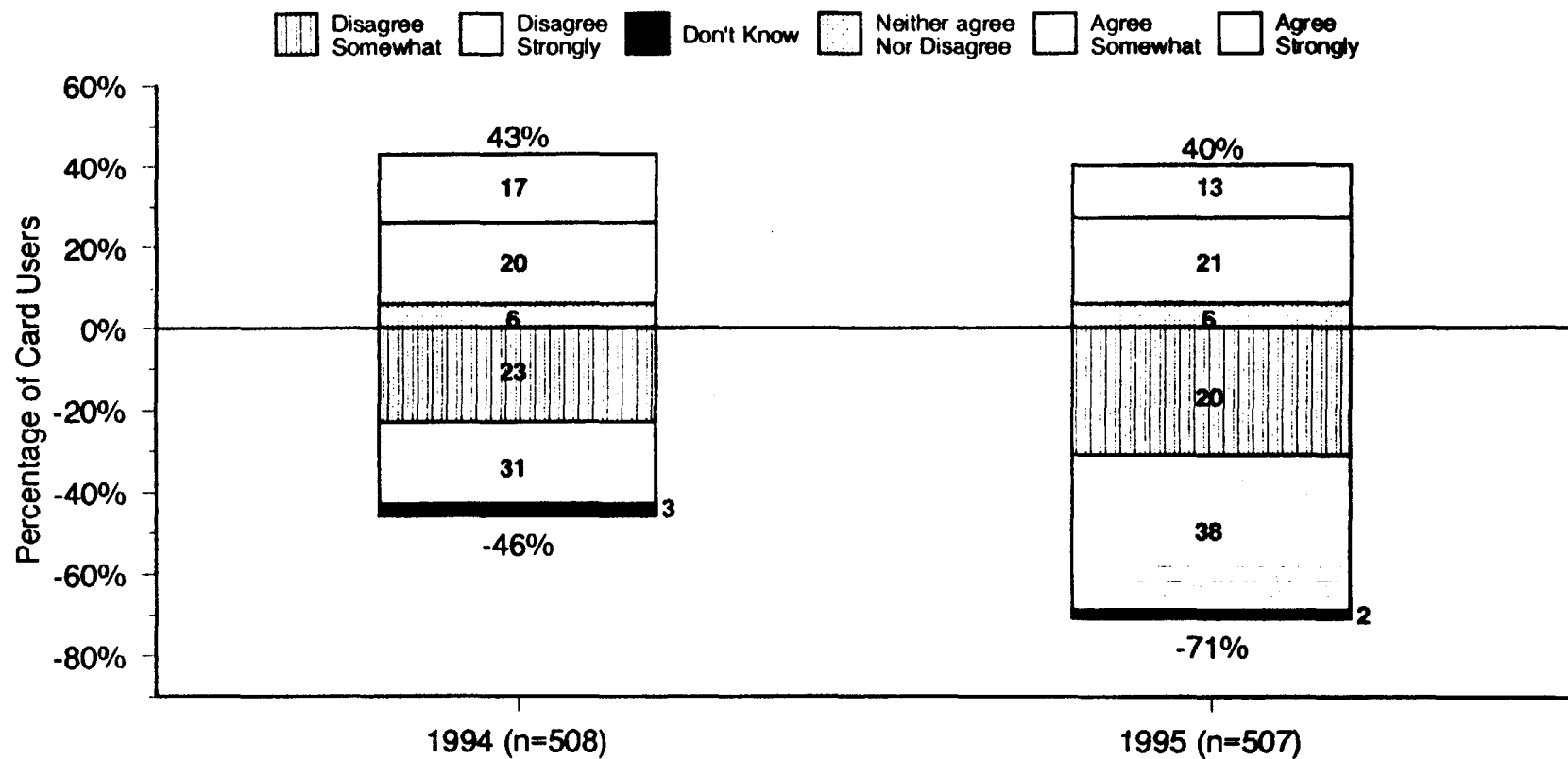
## Calling Card User Rating of 0+ Dialing



Statement: You prefer to use a calling card where you just dial zero instead of a special access code

Figure 3

# Calling Card User Rating of Discount Offer On Less Convenient Card



Statement: You would be willing to use a less convenient calling card if you received a 10% discount on calls

Figure 4

# Calling Card User Rating of Feature Desirability

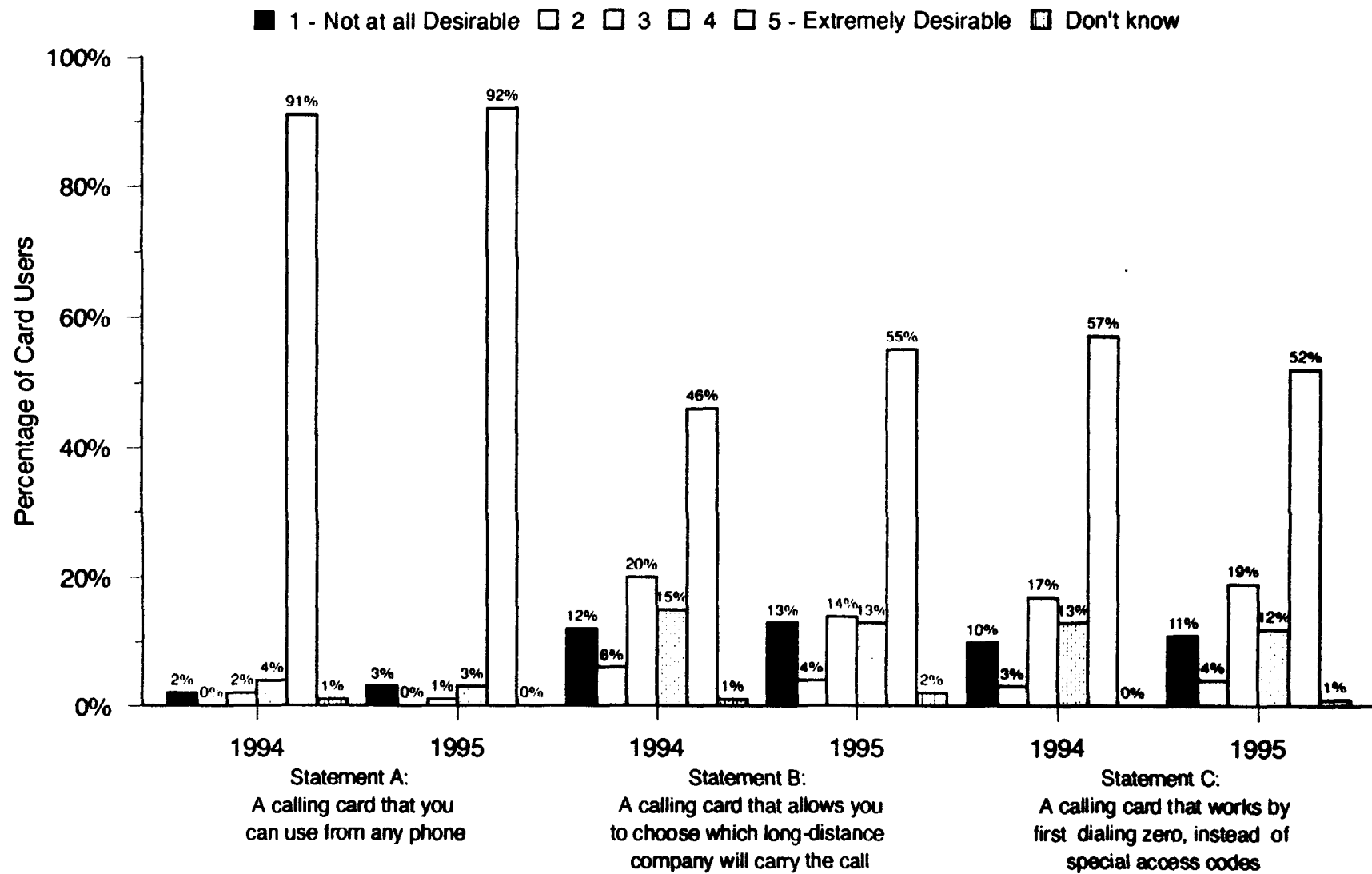


Figure 5



# Calling Card User Experience

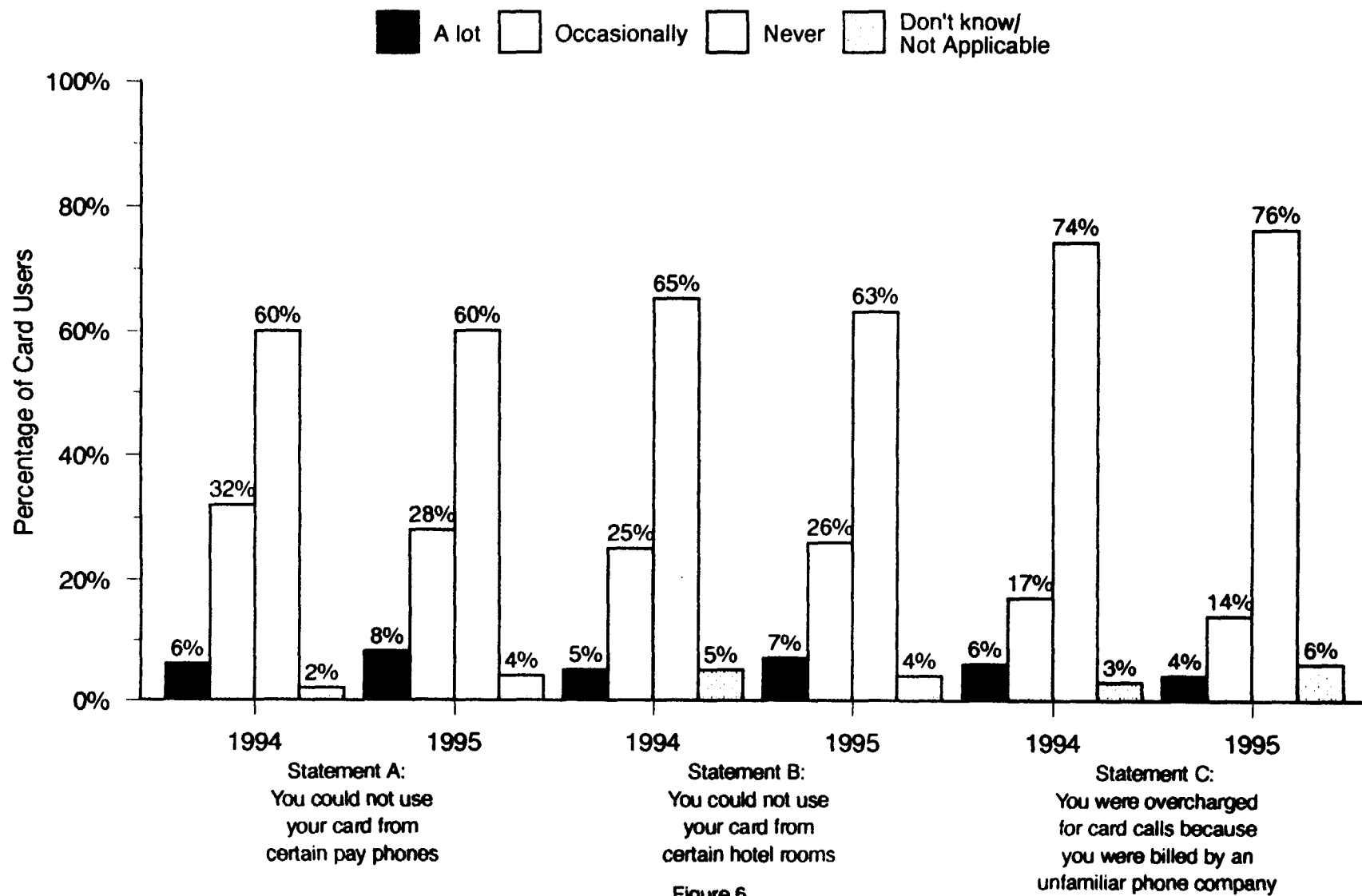


Figure 6